IN THE CLAIMS:

The claims listed below replace all previously filed versions of the claims.

1. – 5. (Cancelled)

6. (New) A method for providing motion picture home shopping programs to a viewer, comprising:

receiving personalized data from the viewer;

generating a home shopping program list that identifies a plurality of motion picture home shopping programs related to the personalized data; and

transmitting a motion picture home shopping program identified in the home shopping program list to the viewer for immediate available viewing independent of a broadcast schedule.

7. (New) The method as recited in claim 6, wherein the receiving of the personalized data includes receiving the personalized data from the viewer over a data network.

8. (New) The method as recited in claim 6, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

9. (New) The method as recited in claim 6, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

10. (New) The method as recited in claim 6, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

11. (New) The method as recited in claim 10, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

12. (New) The method as recited in claim 6, wherein the personalized data comprises a price range of an item for purchase.

13.   (New) The method as recited in claim 6, wherein the motion picture home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

14.   (New) The method as recited in claim 6, further comprising receiving a modified version of the home shopping program list from the viewer.

15.   (New) The method as recited in claim 14, wherein the receiving of the modified version of the home shopping program list from the viewer comprises receiving one or more inserted motion picture home shopping programs, one or more removed motion picture home shopping programs or one or more moved motion picture home shopping programs, or any combination thereof.

16.   (New) A method for providing motion picture home shopping programs to a viewer over an electronic network, comprising:

receiving personalized data from the viewer;

generating a motion picture home shopping program related to the personalized data; and

transmitting the motion picture home shopping program to the viewer for immediate available viewing independent of a broadcast schedule.

17.   (New) The method as recited in claim 16, wherein the receiving of the personalized data includes receiving the personalized data from a viewer over a data network.

18.   (New) The method as recited in claim 16, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

19.   (New) The method as recited in claim 16, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

20.   (New) The method as recited in claim 16, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

21. (New) The method as recited in claim 20, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

22. (New) The method as recited in claim 16, wherein the personalized data comprises a price range of an item for purchase.

23. (New) The method as recited in claim 16, wherein the motion picture home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

24. (New) A method for providing home shopping programs to a viewer, comprising:
    transmitting personalized data over a client associated with the viewer to a server;
    receiving a home shopping program list that identifies a plurality of home shopping programs related to the personalized data;
    receiving a home shopping program that is listed on the home shopping program list; and
    displaying the home shopping program on a display of the client.

25. (New) The method as recited in claim 24, wherein the transmitting of the personalized data includes transmitting the personalized data from the client to the server over a data network.

26. (New) The method as recited in claim 24, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

27. (New) The method as recited in claim 24, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

28. (New) The method as recited in claim 24, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

29. (New) The method as recited in claim 28, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

30. (New) The method as recited in claim 24, wherein the personalized data comprises a price range of an item for purchase.

31. (New) The method as recited in claim 24, wherein the home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

32. (New) The method as recited in claim 24, further comprising viewing immediately the home shopping program displayed on the display of the client.

33. (New) The method as recited in claim 24, further comprising modifying the home shopping program list and transmitting the modified home shopping program to the server.

34. (New) The method as recited in claim 33, wherein the modifying of the home shopping program list comprises inserting one or more home shopping programs, removing one or more home shopping programs or moving one or more home shopping programs, or any combination thereof.

35. (New) A method for providing motion picture home shopping programs to a viewer over an electronic network, comprising:

receiving data identifying a viewer;

associating the identifying data with personalized data of the viewer, the personalized data being previously stored or received with the identifying data;

generating a home shopping program list that identifies a plurality of motion picture home shopping programs related to the personalized data; and

transmitting a motion picture home shopping program identified in the home shopping program list to the viewer for immediate available viewing independent of a broadcast schedule.

36.   (New) The method as recited in claim 35, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

37.   (New) The method as recited in claim 35, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

38.   (New) The method as recited in claim 35, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

39.   (New) The method as recited in claim 38, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

40.   (New) The method as recited in claim 35, wherein the personalized data comprises a price range of an item for purchase.

41.   (New) The method as recited in claim 35, wherein the motion picture home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

42.   (New) The method as recited in claim 35, further comprising receiving a modified version of the home shopping program list from the viewer.

43.   (New) The method as recited in claim 42, wherein the receiving of the modified version of the home shopping program list from the viewer comprises receiving one or more inserted motion picture home shopping programs, one or more removed motion picture home shopping programs or one or more moved motion picture home shopping programs, or any combination thereof.

44.   (New) A method for providing motion picture home shopping programs to a viewer over an electronic network, comprising:

    receiving data identifying a viewer;

    associating the identifying data with personalized data of the viewer, the personalized data being previously stored or received with the identifying data; and

transmitting a motion picture home shopping program related to the personalized data to the viewer for immediate available viewing independent of a broadcast schedule.

45.　(New)　The method as recited in claim 44, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

46.　(New)　The method as recited in claim 44, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

47.　(New)　The method as recited in claim 44, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

48.　(New)　The method as recited in claim 47, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

49.　(New)　The method as recited in claim 44, wherein the personalized data comprises a price range of an item for purchase.

50.　(New)　The method as recited in claim 44, wherein the motion picture home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

51.　(New)　A computer system for providing home shopping programs to a viewer, comprising:

one or more memories for storing personalized data, home shopping program lists, and home shopping programs; and

one or more processors in communication with the one or more memories, wherein the one or more processors are operative to:

receive personalized data from the viewer,

generate a home shopping program list that identifies a plurality of home shopping programs related to the personalized data, and

transmit a home shopping program identified in the home shopping program list to the viewer.

52. (New) The computer system as recited in claim 51, wherein the one or more processors are operative to receive the personalized data from the viewer over a data network.

53. (New) The computer system as recited in claim 51, wherein the personalized data comprises gender, age, location, or interests, or any combination of two or more thereof.

54. (New) The computer system as recited in claim 51, wherein the personalized data comprises data relating to the viewer or an intended gift recipient, or both.

55. (New) The computer system as recited in claim 51, wherein the personalized data comprises specific items to be purchased or gift occasions, or both.

56. (New) The computer system as recited in claim 55, wherein the gift occasions comprise: birthday, mother's day, wedding, anniversary, or baby shower, or a combination of two or more thereof.

57. (New) The computer system as recited in claim 51, wherein the personalized data comprises a price range of an item for purchase.

58. (New) The computer system as recited in claim 51, wherein the home shopping program comprises one or more infomercials, one or more advertisements, or one or more broadcast shopping channels, or any combination thereof.

59. (New) The computer system as recited in claim 51, wherein the one or more processors are operative to transmit the home shopping program identified in the home shopping program list to the viewer for immediate viewing.

60. (New) The computer system as recited in claim 51, wherein the one or more processors are further operative to receive a modified version of the home shopping program list from the viewer.

61. (New) The computer system as recited in claim 60, wherein the modified version of the shopping list comprises: one or more inserted home shopping programs, one or more

removed home shopping programs or one or more moved home shopping programs, or any combination thereof.